

# ***2001 DirectionFinder Survey***

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## **Findings Report**

conducted for

City of Kansas City, Missouri

by

**ETC Institute**

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Olathe, Kansas 66061  
(913) 829-1215

February 2002

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# *DirectionFinder* Survey

## Executive Summary Report

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### **Purpose and Methodology**

**Purpose.** The City of Kansas City, Missouri, conducted its second annual DirectionFinder survey during November and December 2001 to assess citizen satisfaction with the delivery of major city services and to help determine priorities for the community.

**Methodology.** The survey was administered by telephone to 1,201 households throughout the City. At least 200 surveys were completed in each of the six City council districts. The overall results of the survey have a 95% level of confidence with a precision of at least +/- 3%. The results for each council district have a 95% level of confidence with a precision of at least +/- 7%.

The percentage of persons who don't know is important because it often reflects the level of utilization of city services. For graphical purposes, the percentage of "don't know" responses has been excluded to facilitate valid comparisons. The percentage of "don't know" responses for each question is provided in a later section of this report. When the "don't know" responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase "*who had an opinion.*"

### **Contents of the report.**

This report contains:

- a summary of the methodology for administering the survey
- charts depicting the overall results of the survey along with comparisons to the results from the 2000 survey
- importance-satisfaction analysis
- benchmarking data that shows how the survey results for Kansas City compare to other cities in the metropolitan Kansas City area and other major cities in the central U.S.
- tabular data that shows the overall results for each question on the survey along with the results by city council district
- a copy of the survey instrument.

## Major Findings

- **Residents were generally more satisfied with the overall quality of services provided by the City of Kansas City in 2001 than in 2000.** Overall satisfaction with major city service increase by a statistically significant margin (greater than 3%) in four of the ten major categories of city services that were rated. There were no significant decreases in overall satisfaction in any of the ten major categories that were rated.
  - Overall satisfaction with City **water and sewer utilities** increased by 9%, In 2001, 66% of the residents surveyed *who had an opinion* gave positive ratings compared to 57% in 2000.
  - Overall satisfaction with the City's **stormwater runoff system** increased by 7%, In 2001, 41% of the residents surveyed *who had an opinion* gave positive ratings compared to 34% in 2000.
  - Overall satisfaction with the **enforcement of codes and ordinances** increased by 6%, In 2001, 46% of the residents surveyed *who had an opinion* gave positive ratings compared to 40% in 2000.
  - Overall satisfaction with the **effectiveness of City communication with the public** increased by 6%, In 2001, 44% of the residents surveyed *who had an opinion* gave positive ratings compared to 38% in 2000.
- **Services that residents think should receive the most increase in emphasis over the next two years.** The areas that residents think should receive the most increase in emphasis from the City over the next two years are: (1) the maintenance of City streets and facilities, (1) flow of traffic/management of congestion, and (3) improvements to the City's stormwater runoff system.
- **Public Safety.** Satisfaction ratings were generally unchanged in most areas of public safety with the exception of ratings for the quality of ambulance service in the City. Overall satisfaction with the quality of ambulance service was significantly higher in 2001 compared to 2000.
- **Parks and Recreation.** Changes in satisfaction ratings for parks and recreation services were mixed. Ratings for city swimming pools increased slightly while ratings for city golf courses and various aspects of parks and recreation programming declined.

- **City Maintenance.** Changes in satisfaction ratings for city maintenance were mixed. There were significant improvements in the ratings for (1) the overall cleanliness of city streets, (2) the maintenance of sidewalks in the city, and (3) the quality of street lighting. There was a significant decrease in the ratings for (1) the maintenance of traffic signals and (2) the quality of snow removal on major city streets. The decline in satisfaction with snow removal largely reflects dissatisfaction with the City's performance in 2001. Recent changes in the City's snow removal practices had not been observed by residents at the time this survey was administered.
- **Code Enforcement.** Satisfaction with the enforcement of codes and ordinances increased in all areas that were rated. There were significant improvements in the ratings for (1) enforcement of the maintenance of residential property, (2) the enforcement of maintenance of business property, (3) the clean-up of litter and debris on private property, (4) the enforcement of mowing on private property, and (5) the prosecution of illegal dumping activities.
- **City Communications.** Satisfaction with the effectiveness of city communication with the public increased in all areas that were rated. There were significant improvements in the availability of information about city programs and services and the efforts of city to keep residents informed.

#### **Other Findings:**

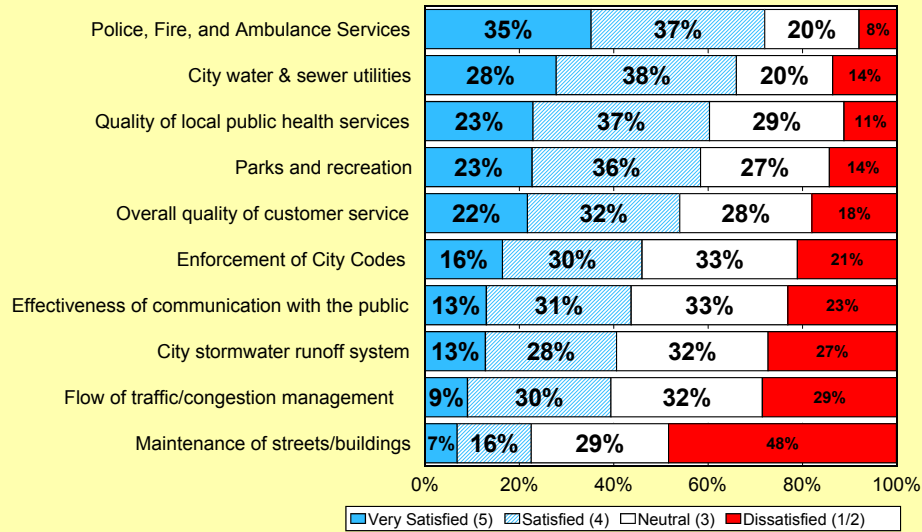
- Ratings of Kansas City, Missouri, as a “place to raise children” increased significantly. In 2001 60% of the residents surveyed who had an opinion gave positive ratings compared to 52% in 2000.
- Residents were significantly more likely to indicate that they feel safe in city parks at night in 2001 than in 2000.

# *Charts & Graphs*

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## Overall Satisfaction With City Services by Major Category in 2001

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

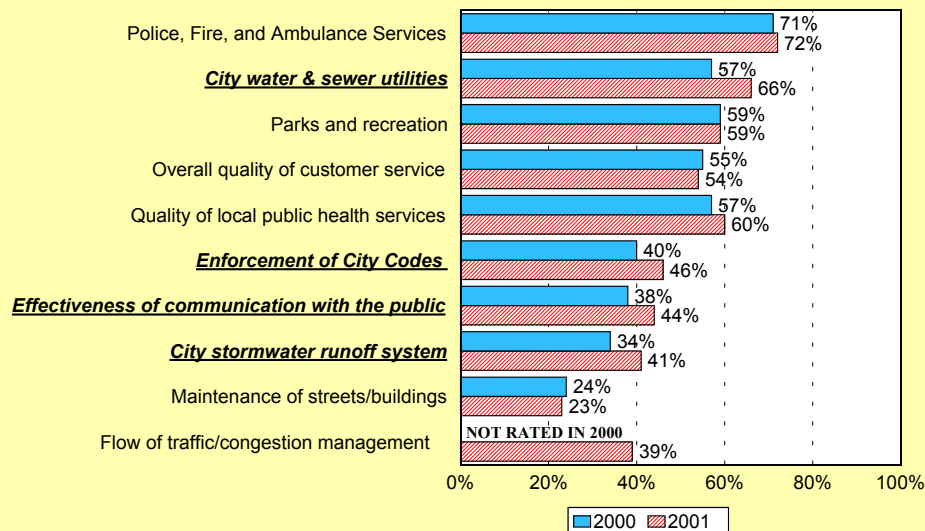


Source: ETC Institute DirectionFinder

## Over Satisfaction With City Services 2000 vs. 2001

by Percentage of Residents Who Gave Positive Ratings

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

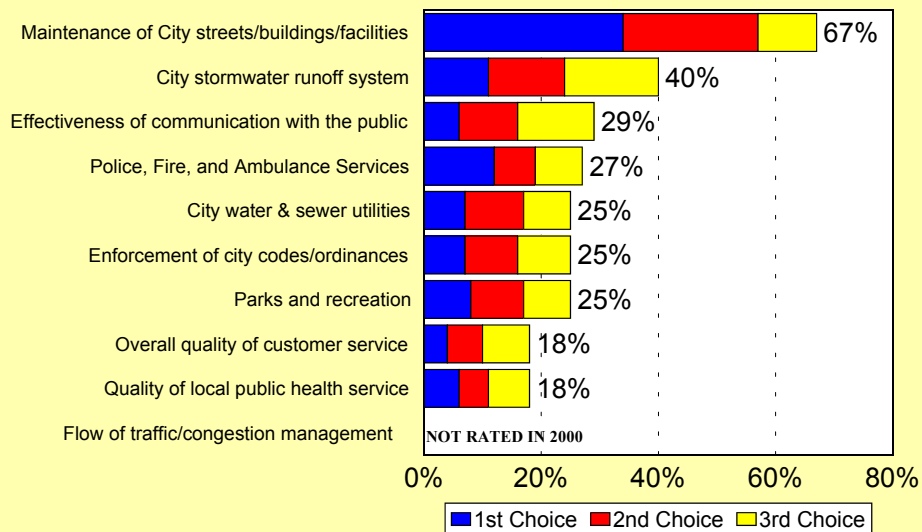


Source: ETC Institute DirectionFinder

Areas with significant increases/decreases in satisfaction are underlined

## City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category 2000

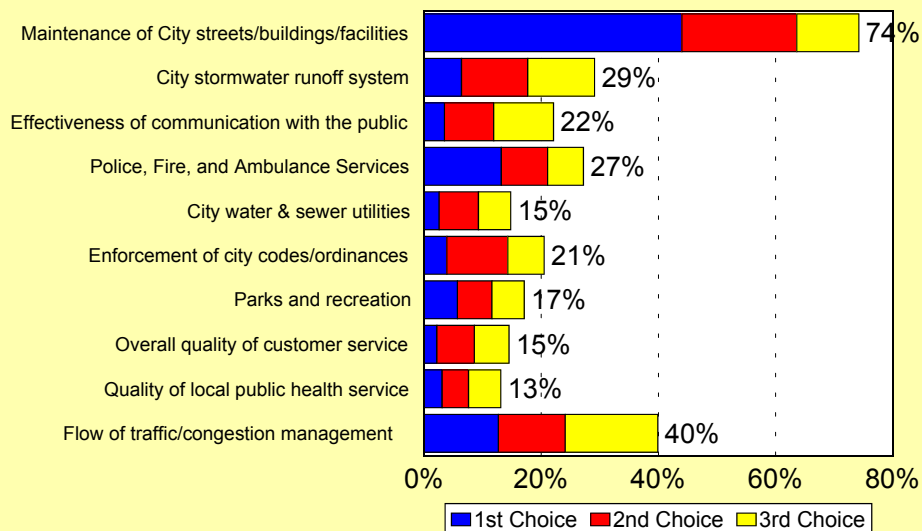
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder

## City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category 2001

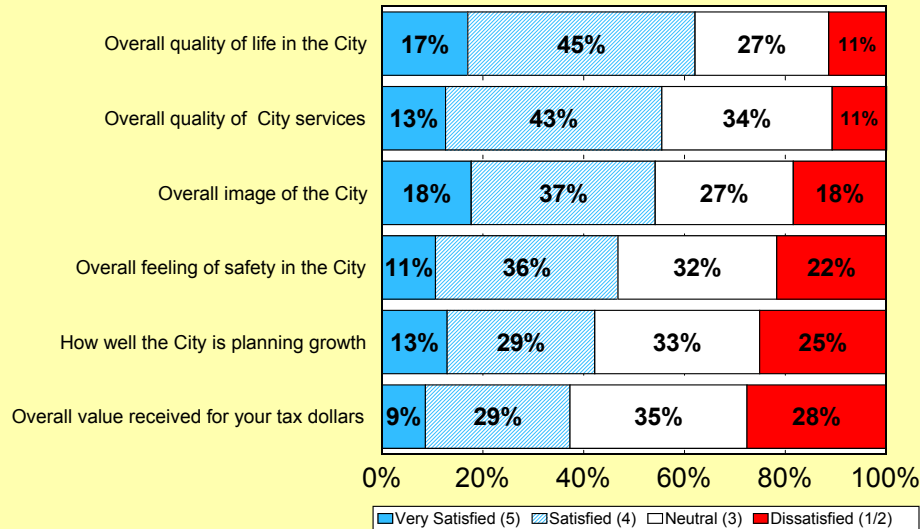
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder

## Satisfaction With Items That Influence the Perception Residents Have of the City

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding "don't knows")

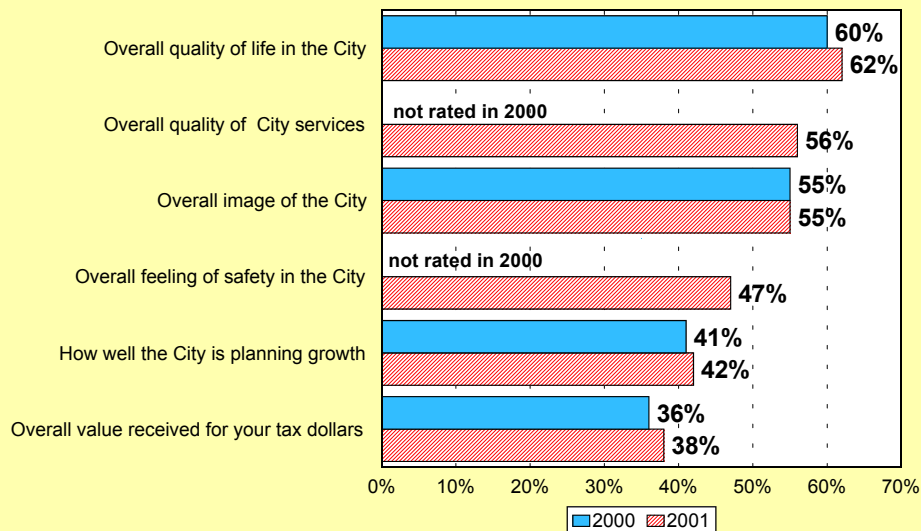


Source: ETC Institute DirectionFinder

## Satisfaction Ratings for Items that Influence Perceptions of the City 2000 vs. 2001

by Percentage of Residents Who Gave Positive Ratings

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



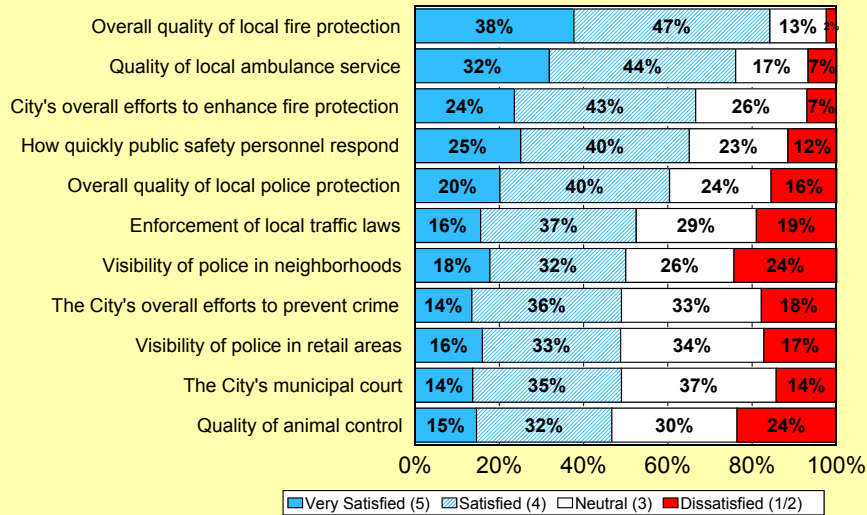
Source: ETC Institute DirectionFinder

Areas with significant increases/decreases in satisfaction are underlined



## Satisfaction with Various Aspects of Public Safety

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

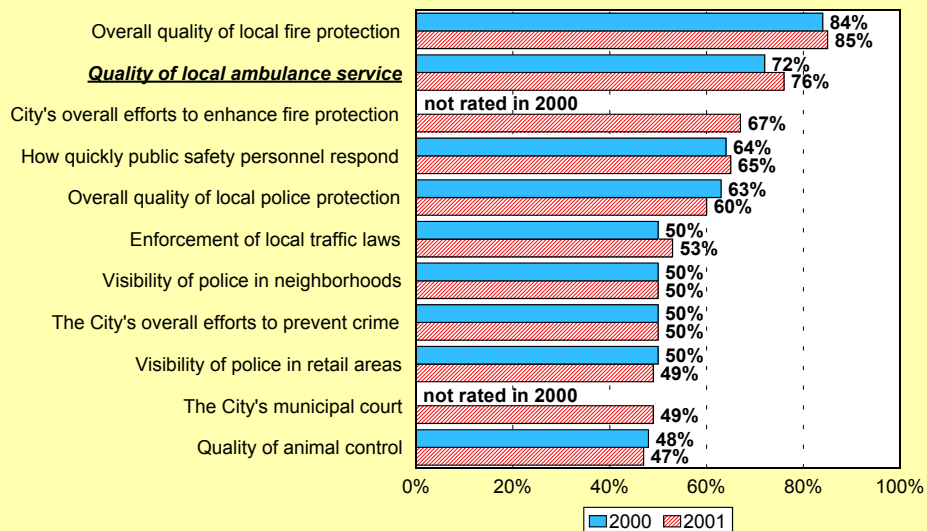


Source: ETC Institute DirectionFinder

## Satisfaction Ratings for Public Safety 2000 vs. 2001

by Percentage of Residents Who Gave Positive Ratings

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

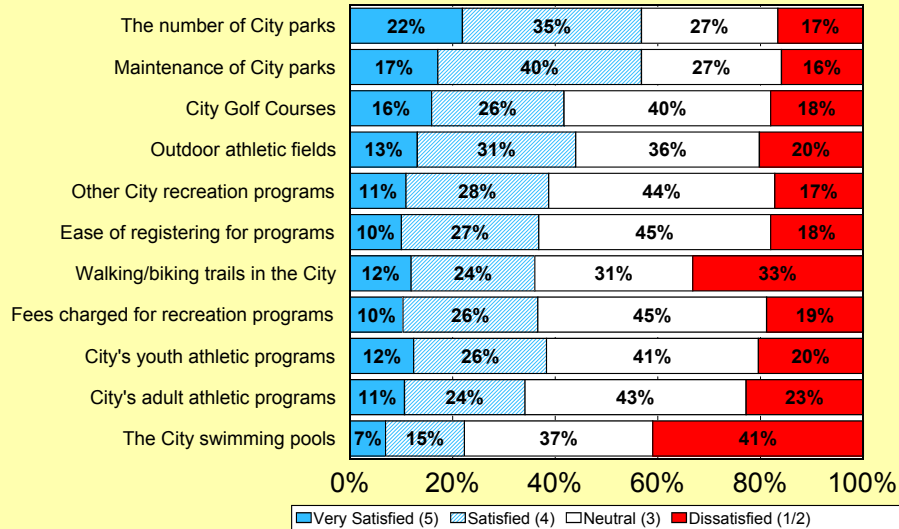


Source: ETC Institute DirectionFinder

Areas with significant increases/decreases in satisfaction are underlined

## Satisfaction with Various Aspects of Parks and Recreation

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

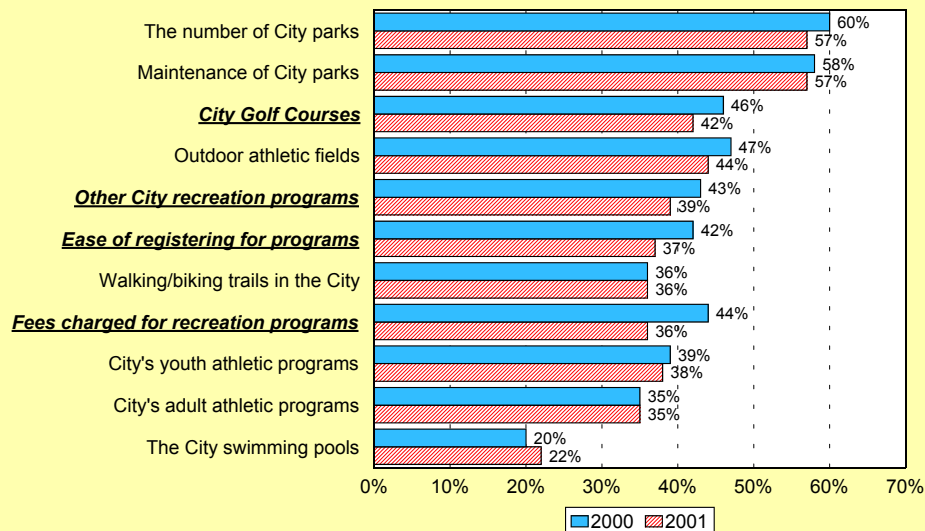


Source: ETC Institute DirectionFinder

## Satisfaction Ratings for Parks and Recreation 2000 vs. 2001

by Percentage of Residents Who Gave Positive Ratings

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

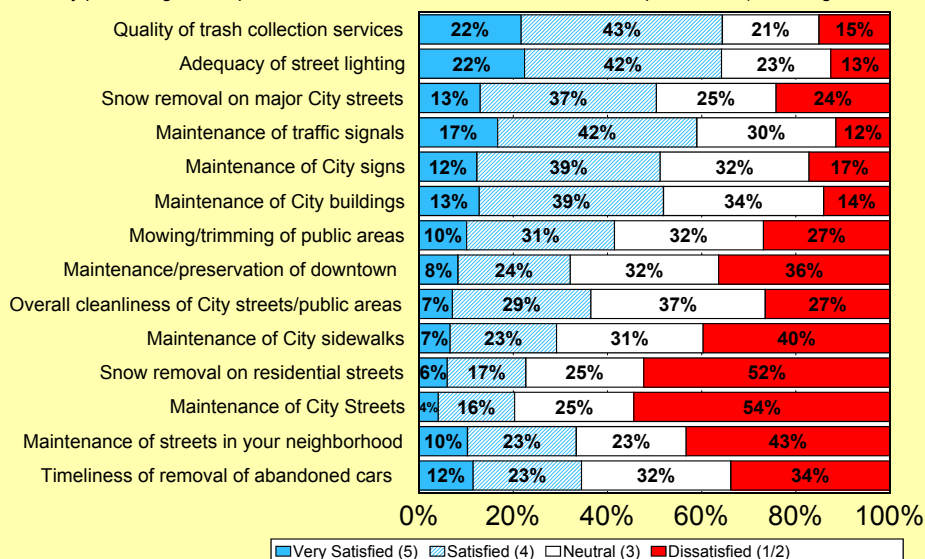


Source: ETC Institute DirectionFinder

Areas with significant increases/decreases in satisfaction are underlined

## Satisfaction with Various Aspects of City Maintenance

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

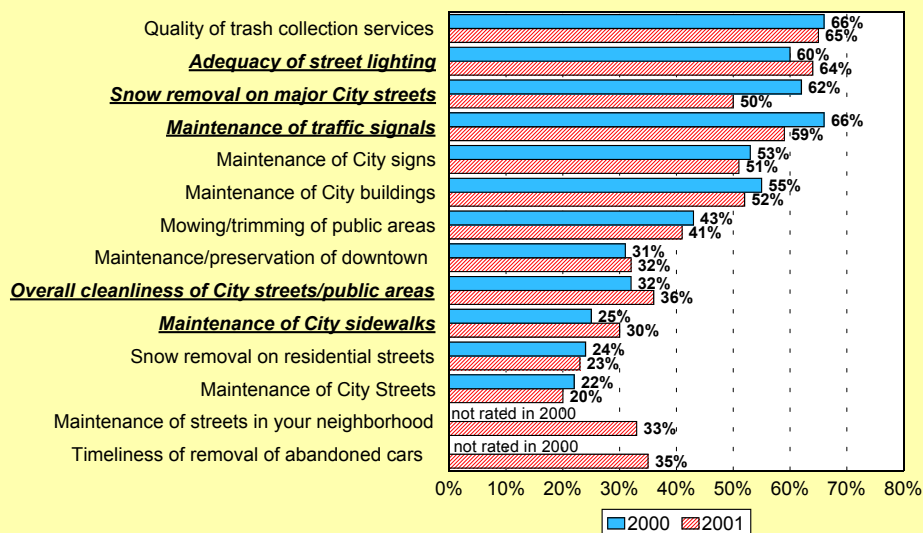


Source: ETC Institute DirectionFinder

## Satisfaction Ratings for City Maintenance 2000 vs. 2001

by Percentage of Residents Who Gave Positive Ratings

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

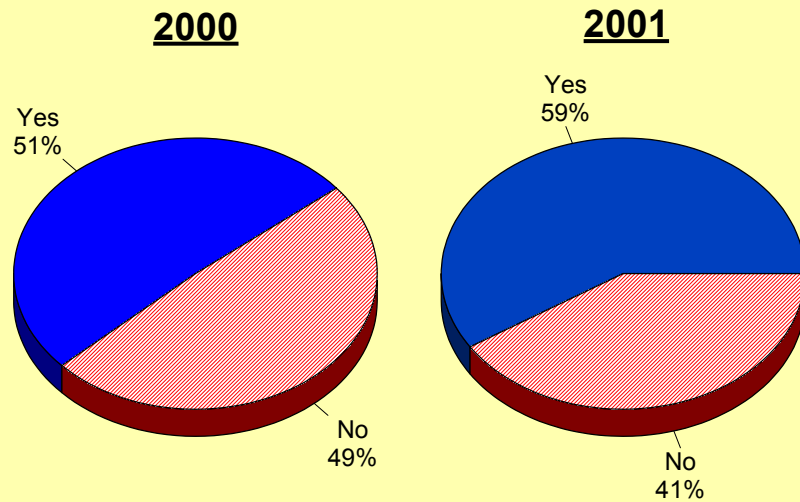


Source: ETC Institute DirectionFinder

Areas with significant increases/decreases in satisfaction are underlined

## Do You Live in an Area with New Street Lighting?

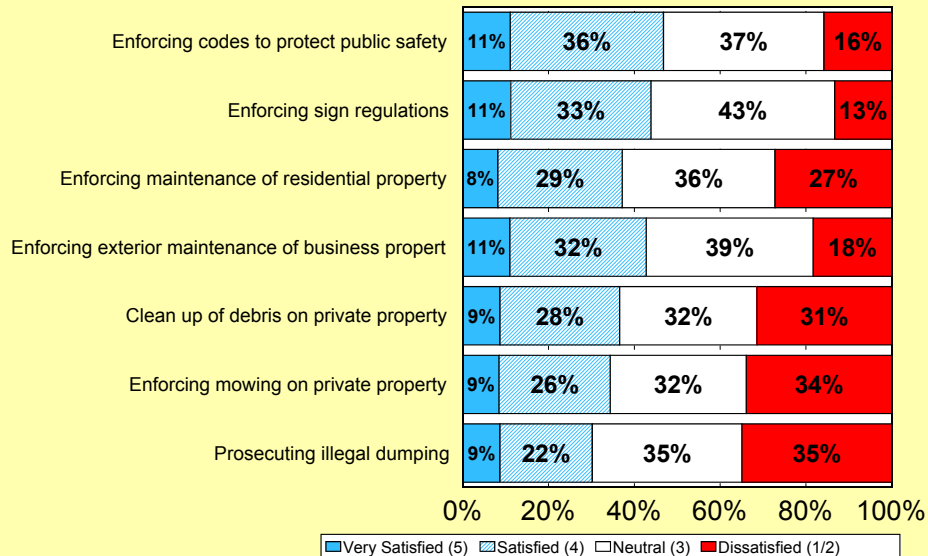
by percentage of respondents



Source: ETC Institute DirectionFinder

## Satisfaction with Enforcement of City Codes and Ordinances

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

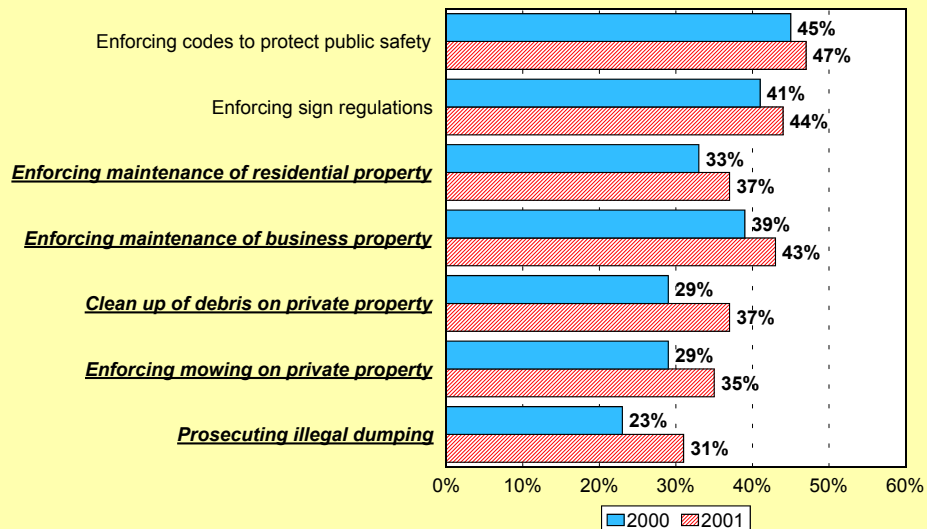


Source: ETC Institute DirectionFinder

## Satisfaction Ratings for the Enforcement of City Codes and Ordinances 2000 vs. 2001

by Percentage of Residents Who Gave Positive Ratings

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

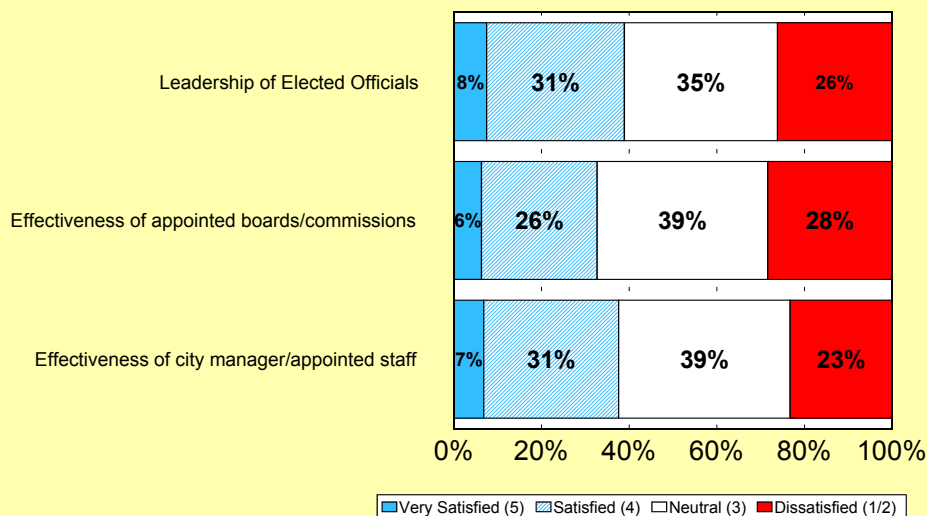


Source: ETC Institute DirectionFinder

Areas with significant increases/decreases in satisfaction are underlined

## Satisfaction with City Leadership

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

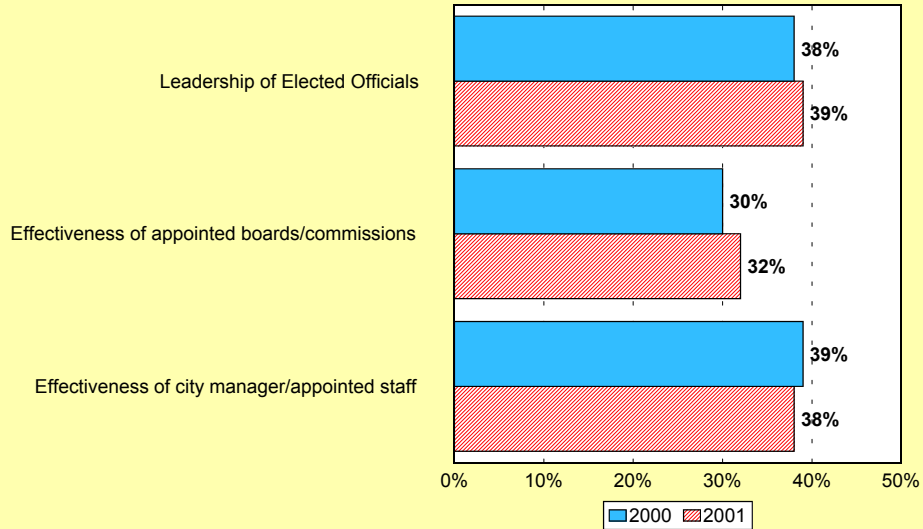


Source: ETC Institute DirectionFinder

## Satisfaction Ratings for City Leadership 2000 vs. 2001

by Percentage of Residents Who Gave Positive Ratings

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

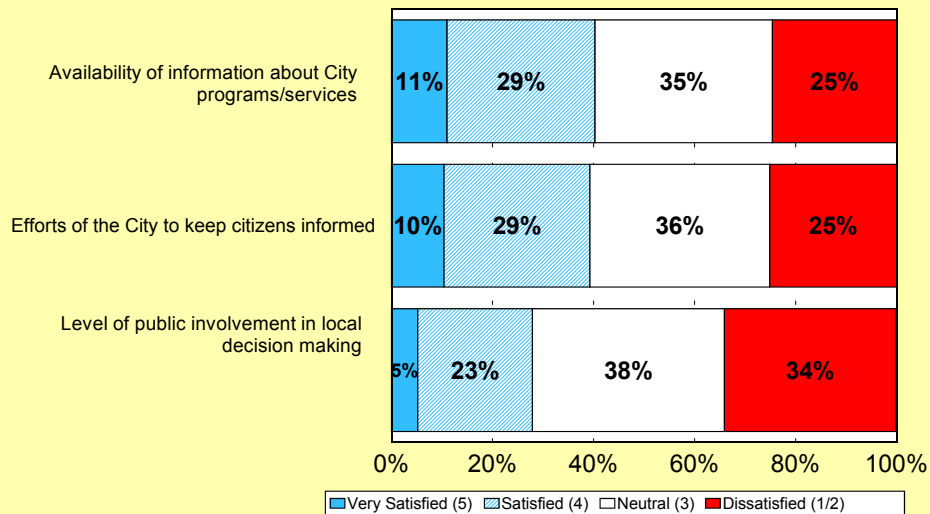


Source: ETC Institute DirectionFinder

Areas with significant increases/decreases in satisfaction are underlined

## Satisfaction with Various Aspects of City Communications

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

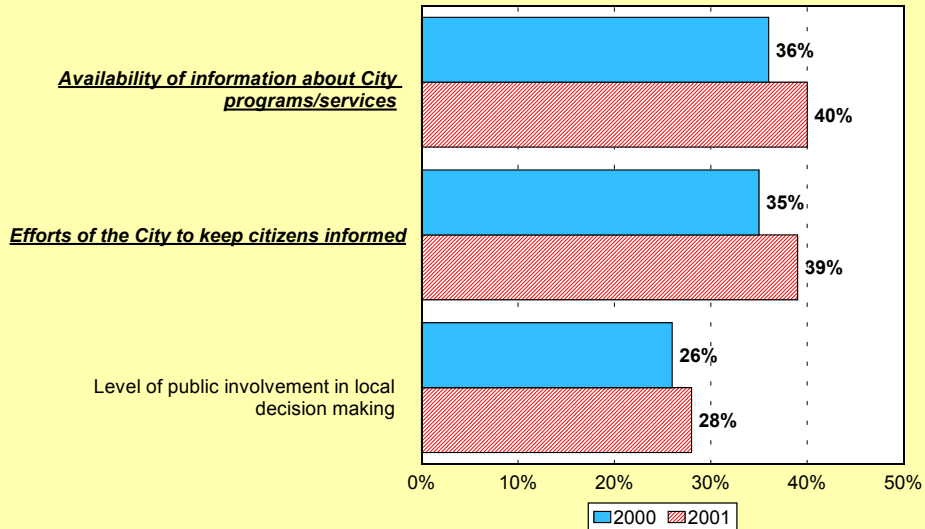


Source: ETC Institute DirectionFinder

## Satisfaction Ratings for City Communications 2000 vs. 2001

by Percentage of Residents Who Gave Positive Ratings

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

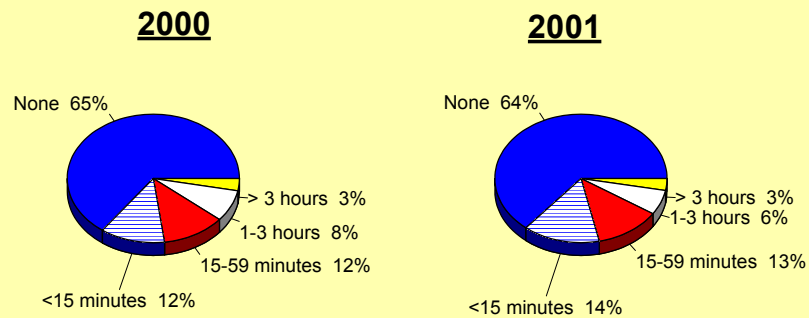


Source: ETC Institute DirectionFinder

Areas with significant increases/decreases in satisfaction are underlined

## Weekly Viewership of the City's Cable Television Channel

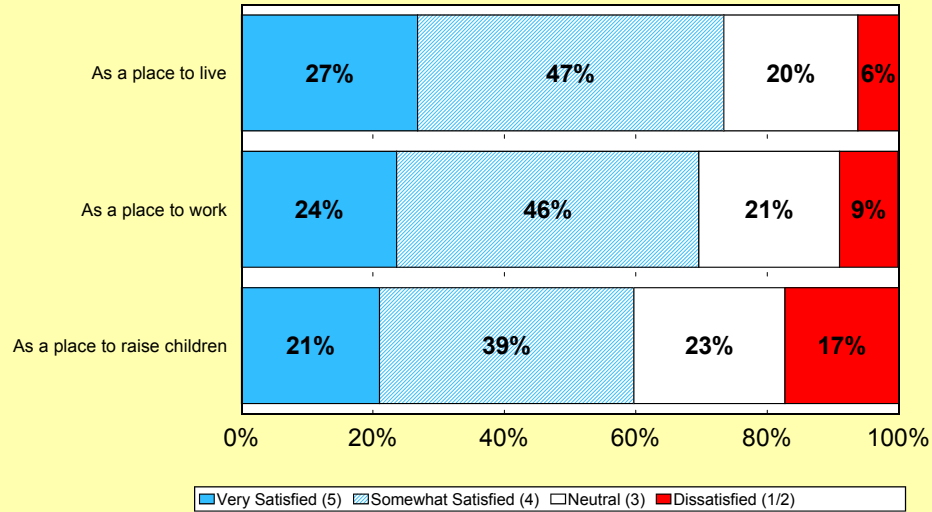
by percentage of respondents



Source: ETC Institute DirectionFinder

## How Respondents Rate Kansas City As a Place to Live, Work, Raise Children

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

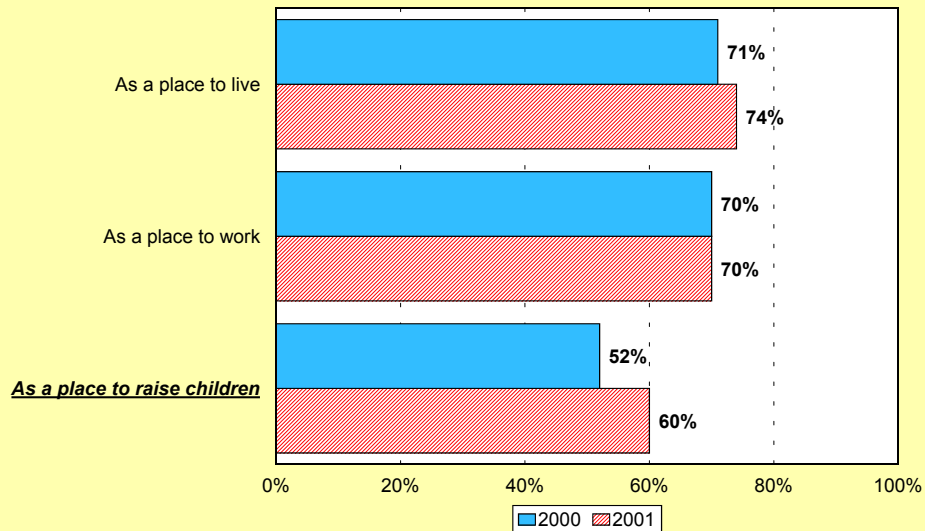


Source: ETC Institute DirectionFinder

## Satisfaction Ratings for Kansas City as a Place to Live, Work and Raise Children in 2000 vs. 2001

by Percentage of Residents Who Gave Positive Ratings

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



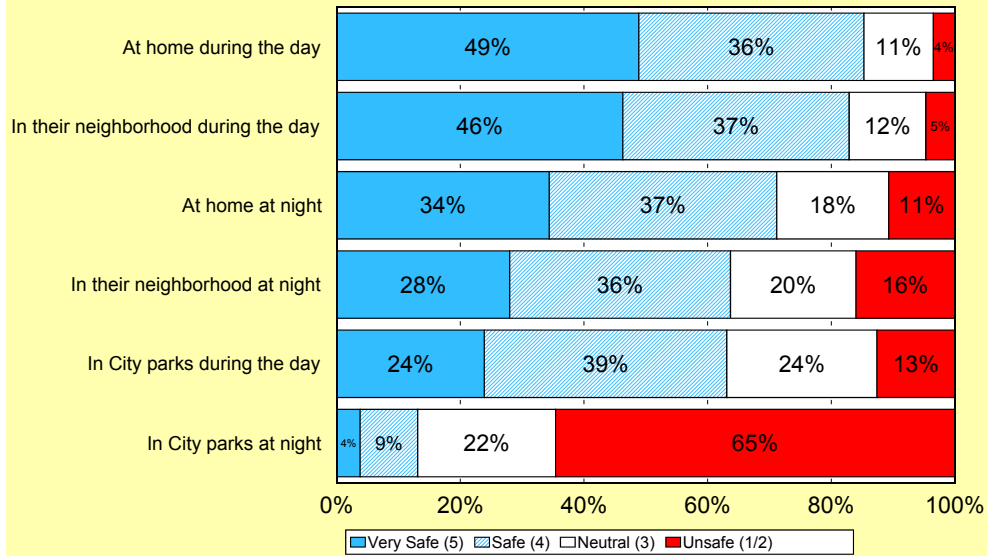
Source: ETC Institute DirectionFinder

Areas with significant increases/decreases in satisfaction are underlined



## How Safe Residents Feel

by percentage of respondents

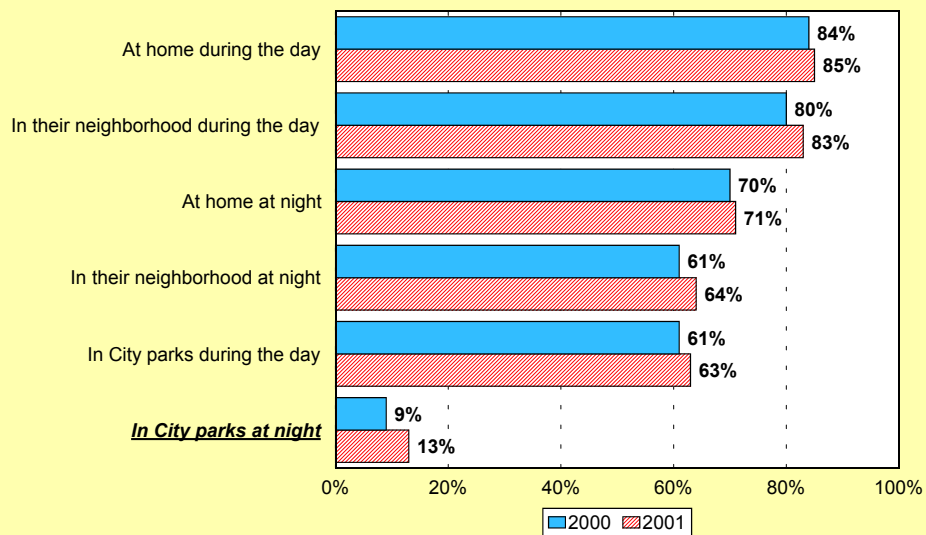


Source: ETC Institute DirectionFinder

## How Safe Residents Feel in 2000 vs. 2001

by Percentage of Residents Who Gave Positive Ratings

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



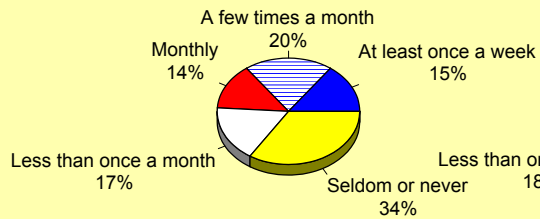
Source: ETC Institute DirectionFinder

Areas with significant increases/decreases in satisfaction are underlined

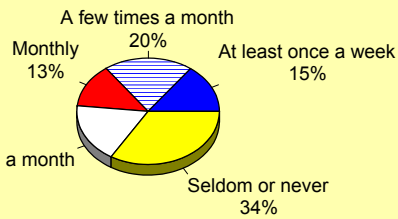
## How Frequently Households Visited Any City Parks During the Last 12 Months

by percentage of respondents

**2000**



**2001**



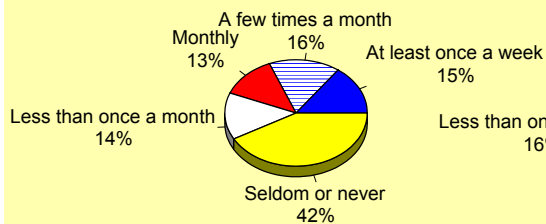
**48% of households visited a City park in Kansas City (MO) at least once per month in 2001 compared to 49% in 2000**

Source: ETC Institute DirectionFinder

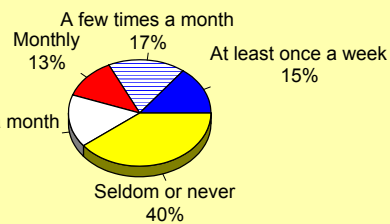
## How Frequently Households Visited the City Park Nearest to Their Home During the Last 12 Months

by percentage of respondents

**2000**



**2001**

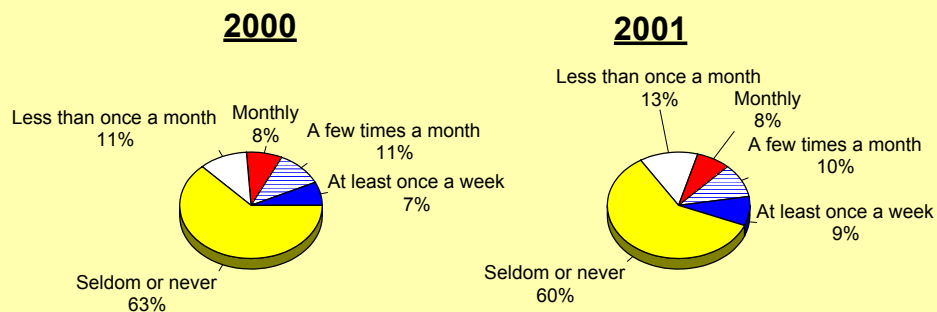


**45% of households visited the City park nearest their home at least once per month in 2001 compared to 44% in 2000**

Source: ETC Institute DirectionFinder

## How Frequently Households Used City Recreation Facilities During the Last 12 Months

by percentage of respondents

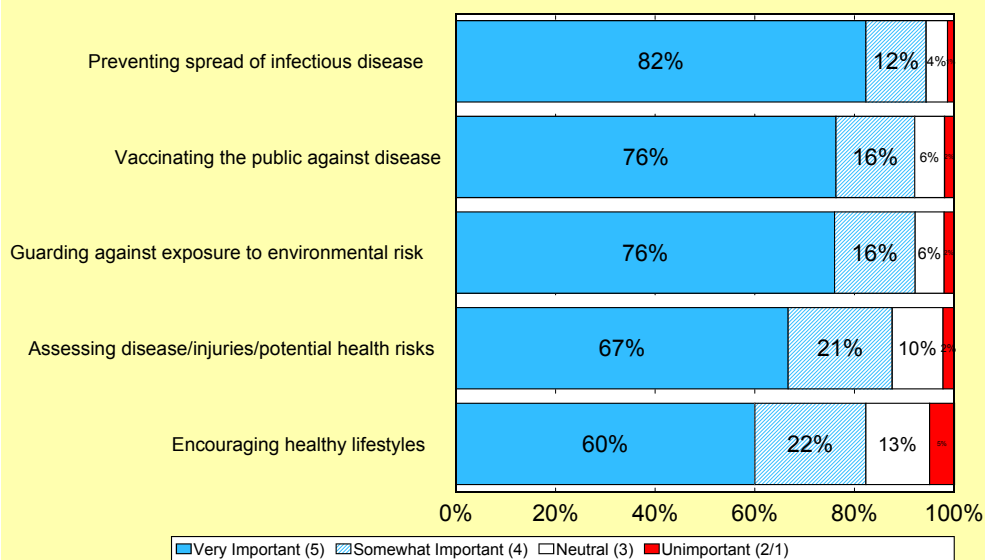


**27% of households used City recreation facilities at least once per month in 2001 compared to 26% in 2000**

Source: ETC Institute DirectionFinder

## Importance of Various Public Health Services

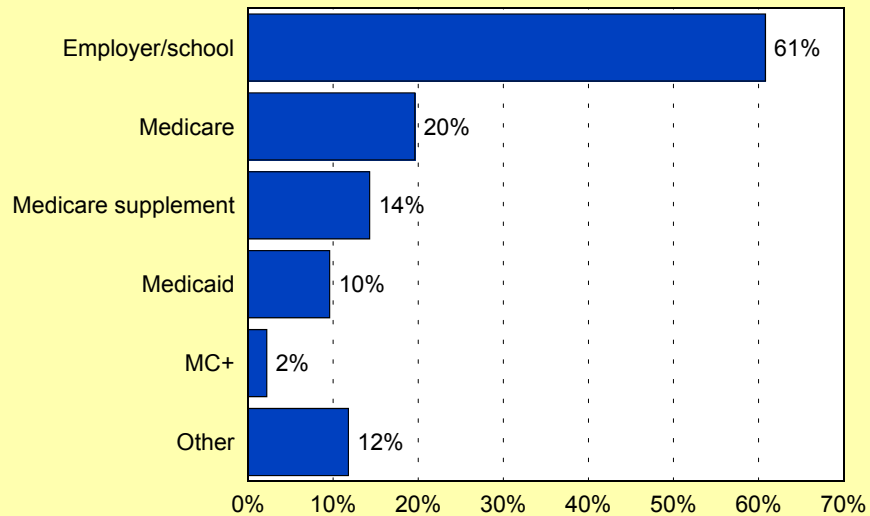
by percentage of respondents



Source: ETC Institute DirectionFinder

## Types of Health Insurance Carried by Residents of Kansas City

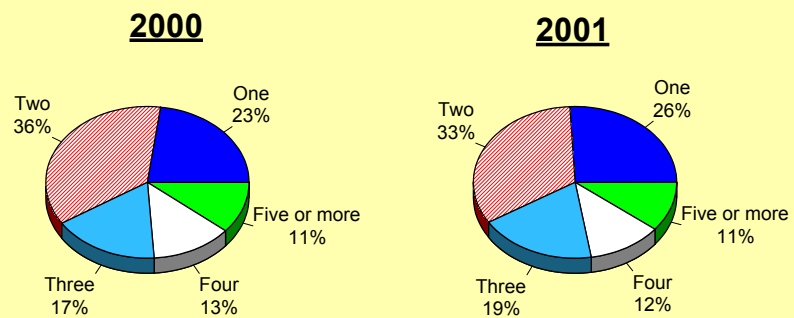
by percentage of respondents (multiple responses permitted)



Source: ETC Institute DirectionFinder

## Demographics: Number of People in Household

by percentage of respondents

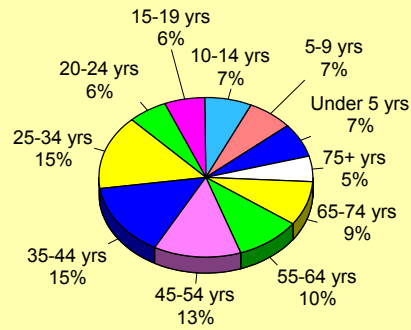


Source: ETC Institute DirectionFinder

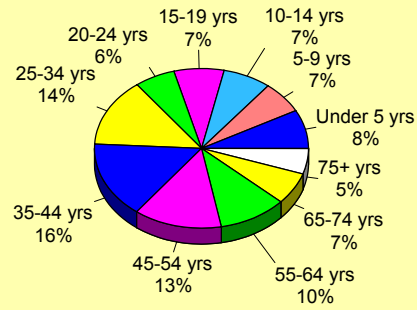
## Demographics: Ages of Household Occupants

by percentage of all persons in the households surveyed

**2000**



**2001**

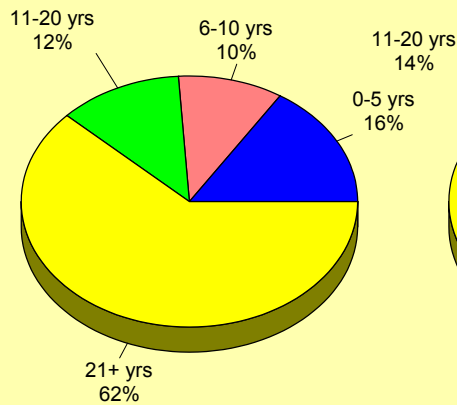


Source: ETC Institute DirectionFinder

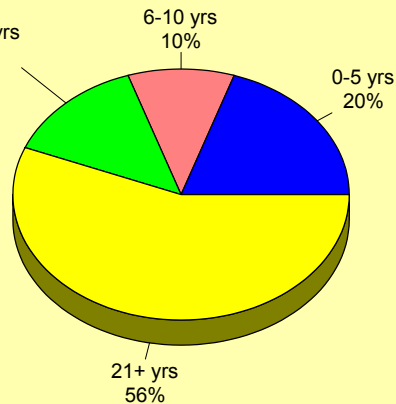
## Demographics: Years Lived in Kansas City

by percentage of respondents

**2000**



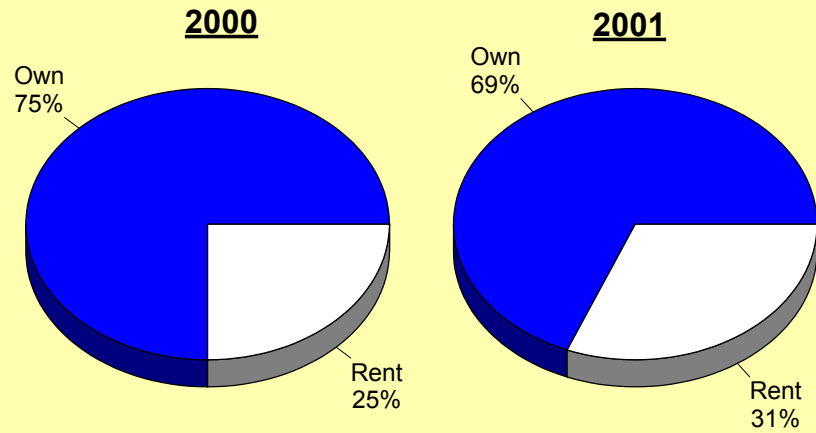
**2001**



Source: ETC Institute DirectionFinder

## Demographics: Do You Own or Rent Your Home?

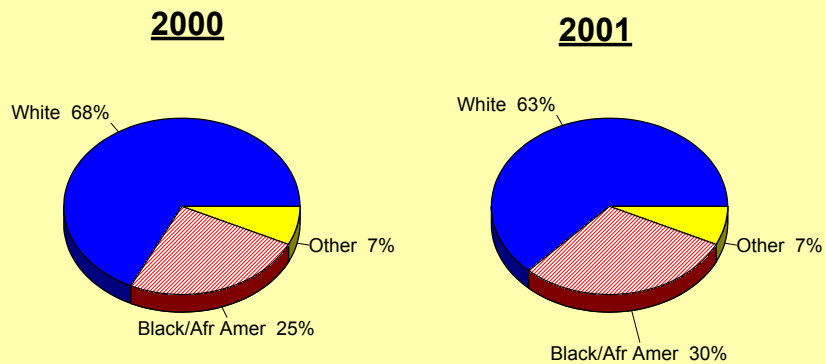
by percentage of respondents



Source: ETC Institute DirectionFinder

## Demographics: Race/Ethnicity

by percentage of respondents

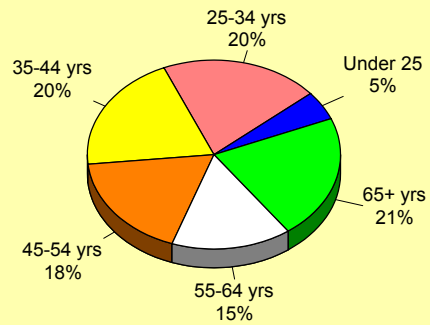


Source: ETC Institute DirectionFinder

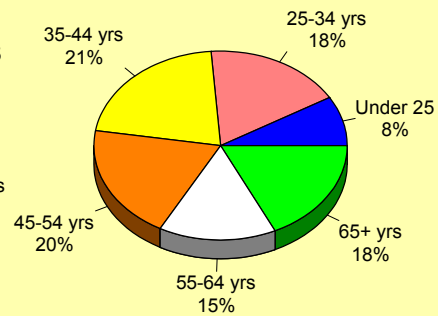
## Demographics: Age of Respondent

by percentage of respondents

**2000**



**2001**

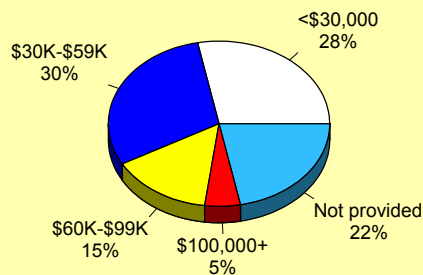


Source: ETC Institute DirectionFinder

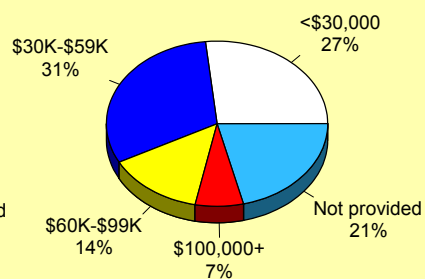
## Demographics: Total Annual Household Income

by percentage of respondents

**2000**



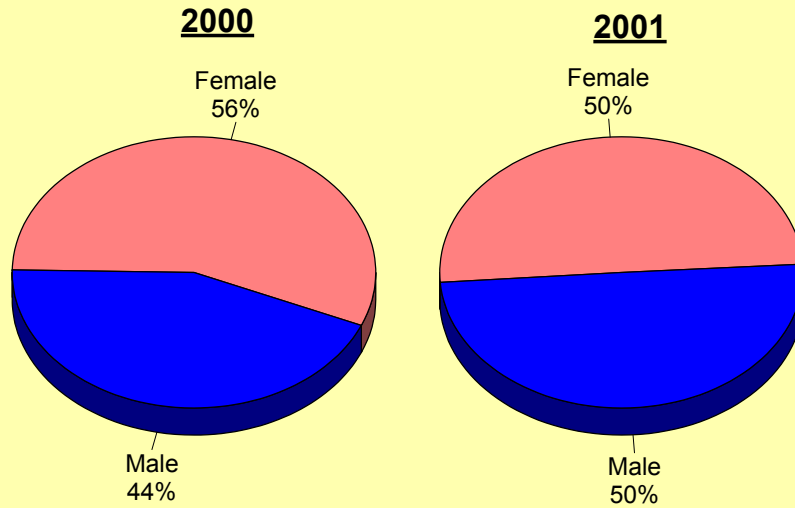
**2001**



Source: ETC Institute DirectionFinder

## Demographics: Gender of the Respondents

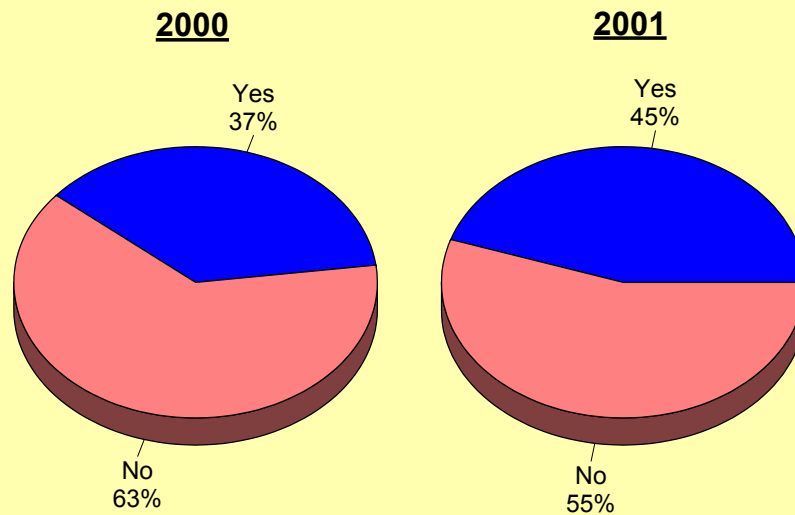
by percentage of respondents



Source: ETC Institute DirectionFinder

## Have Any Adult Members of Your Household Used the Internet from Home During the Past Week?

by percentage of respondents



Source: ETC Institute DirectionFinder



# *Benchmarking Data*

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# *DirectionFinder* Survey

## Year 2001 Benchmarking Summary Report

### Overview

The City of Kansas City, Missouri, is a charter member of ETC Institute's *DirectionFinder* program. The program was originally developed in 1999 to help community leaders in the Kansas City area use statistically valid community survey data as a tool for making better decisions.

Since November 1999, the survey has been administered in more than 57 cities in eleven states. This report contains two sets of benchmarking data: Metropolitan Kansas City Area Benchmarks and Midwest Regional Benchmarks with other large cities in the central United States.

***Metropolitan Kansas City Area Benchmarks.*** The metropolitan Kansas City area benchmarks reflect citizen satisfaction ratings from 18 communities in the Kansas City area where the survey was administered between January 2000 and December 2001. The communities represented in the Metropolitan Kansas City Area Benchmarks include:

- Blue Springs, Missouri
- Butler, Missouri
- Gardner, Kansas
- Grandview, Missouri
- Independence, Missouri
- Johnson County, Kansas
- Kansas City, Missouri
- Lawrence, Kansas
- Leawood, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Liberty, Missouri
- Merriam, Kansas
- Olathe, Kansas
- Platte City, Missouri
- Prairie Village, Kansas
- Shawnee, Kansas
- Unified Government of Kansas City, Kansas, and Wyandotte County

***Midwest Regional Benchmarks.*** The Midwest Regional Benchmarks reflect citizen satisfaction in other large cities in the central United States where the *DirectionFinder* survey was administered between January 2001 and January 2002. The communities represented in the Midwest Regional Benchmarks include:

- St. Louis
- Oklahoma City
- Kansas City, Missouri
- Denver, Colorado
- Des Moines, Iowa
- Tulsa, Oklahoma
- Wichita, Kansas

The charts on the following pages show the range of satisfaction among residents in the communities listed above.

The ***Metropolitan Kansas City Area Benchmark charts*** show the highest, lowest, and average (mean) levels of satisfaction for nearly 50 areas of municipal service delivery. The actual ratings for Kansas City, Missouri, are listed to the right of each chart. The dot on each bar shows how the results for Kansas City, Missouri, compare to the other communities that were surveyed. The chart on the top of each page shows the results for the Year 2000. The chart at the bottom shows the results for the Year 2001.

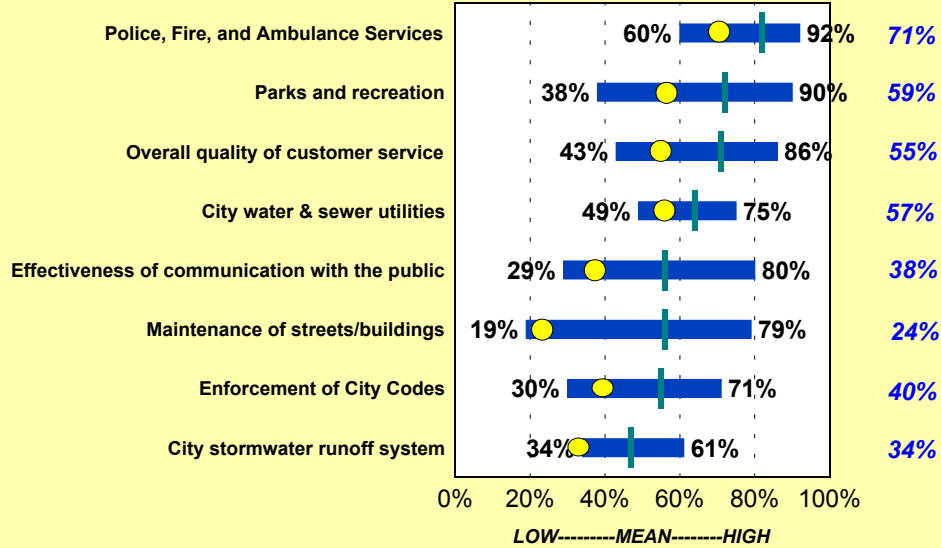
The ***Midwest Regional Benchmark charts*** show the overall level of satisfaction with several major categories of city services for seven large cities in the central United States.

## Overall Satisfaction With City Services 2000

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Metropolitan Kansas City Area Benchmarks

● Kansas City, MO



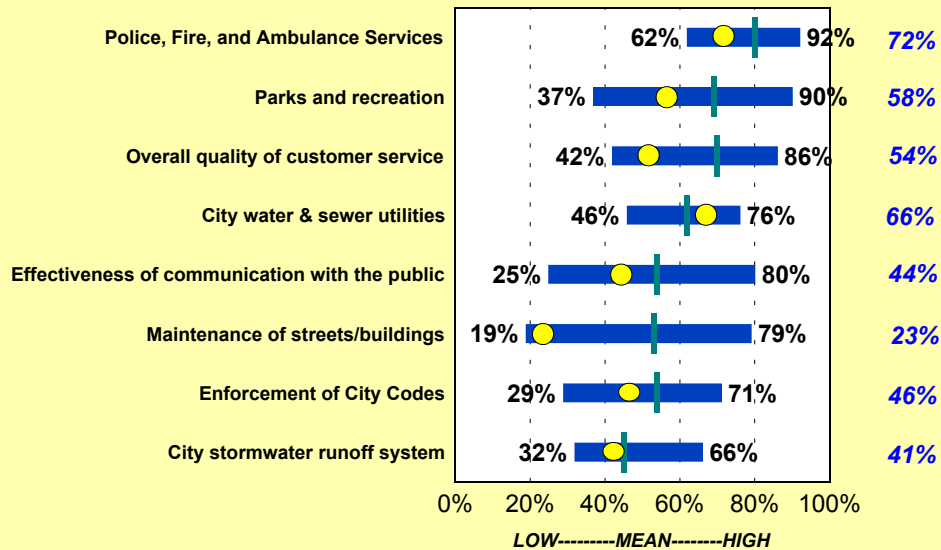
Source: ETC Institute DirectionFinder

## Overall Satisfaction With City Services 2001

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Metropolitan Kansas City Area Benchmarks

● Kansas City, MO



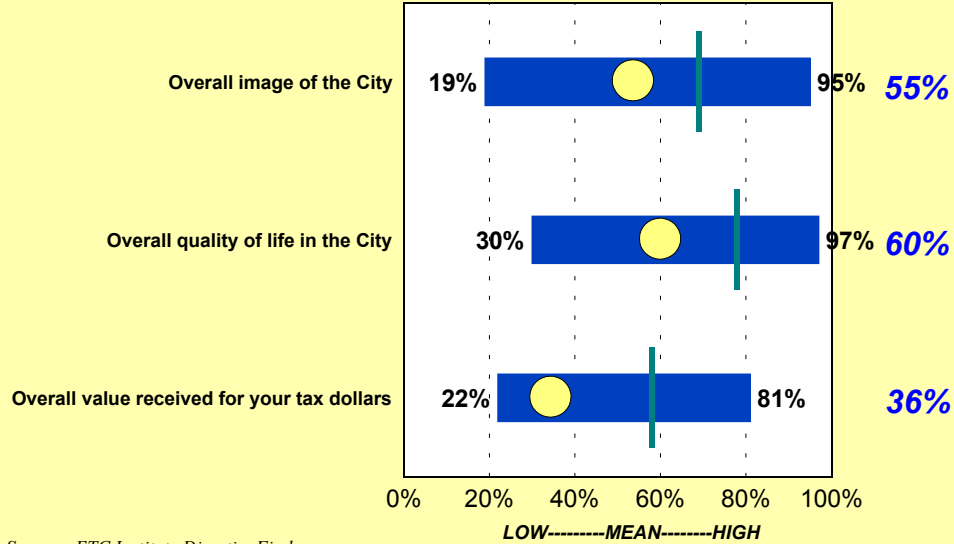
Source: ETC Institute DirectionFinder

## Perceptions Residents Have of the City in Which They Live - **2000**

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Metropolitan Kansas City Area Benchmarks

● **Kansas City, MO**



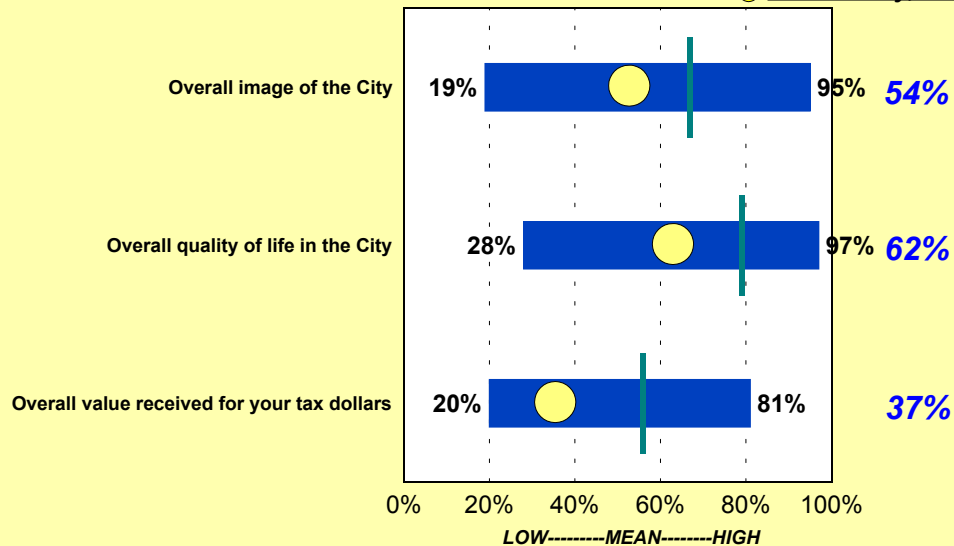
Source: ETC Institute DirectionFinder

## Perceptions Residents Have of the City in Which They Live - **2001**

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Metropolitan Kansas City Area Benchmarks

● **Kansas City, MO**



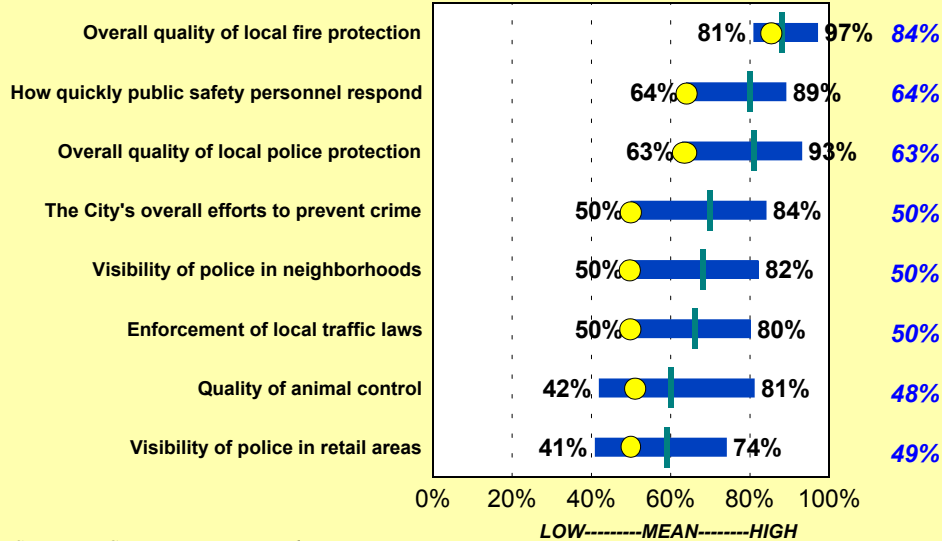
Source: ETC Institute DirectionFinder

## Satisfaction with Public Safety 2000

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

### Metropolitan Kansas City Area Benchmarks

● **Kansas City, MO**



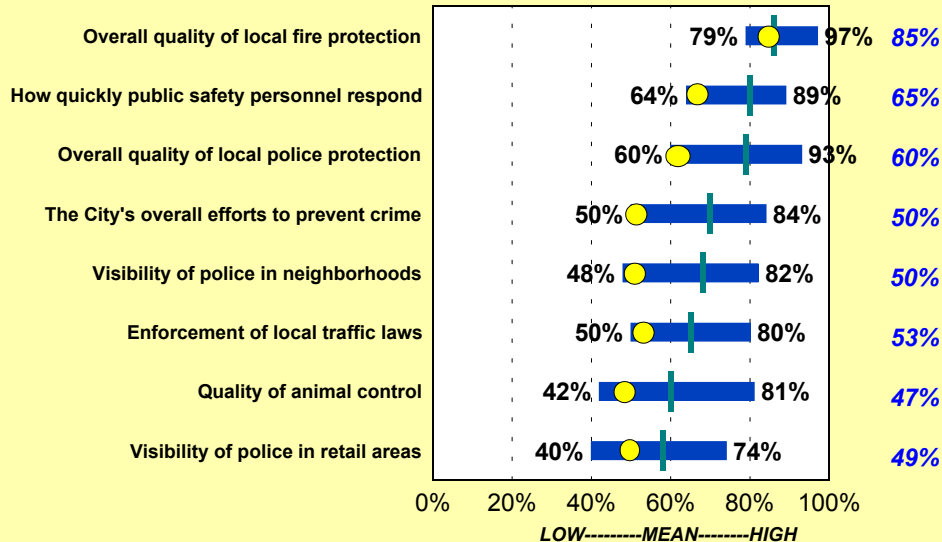
Source: ETC Institute DirectionFinder

## Satisfaction with Public Safety 2001

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

### Metropolitan Kansas City Area Benchmarks

● **Kansas City, MO**



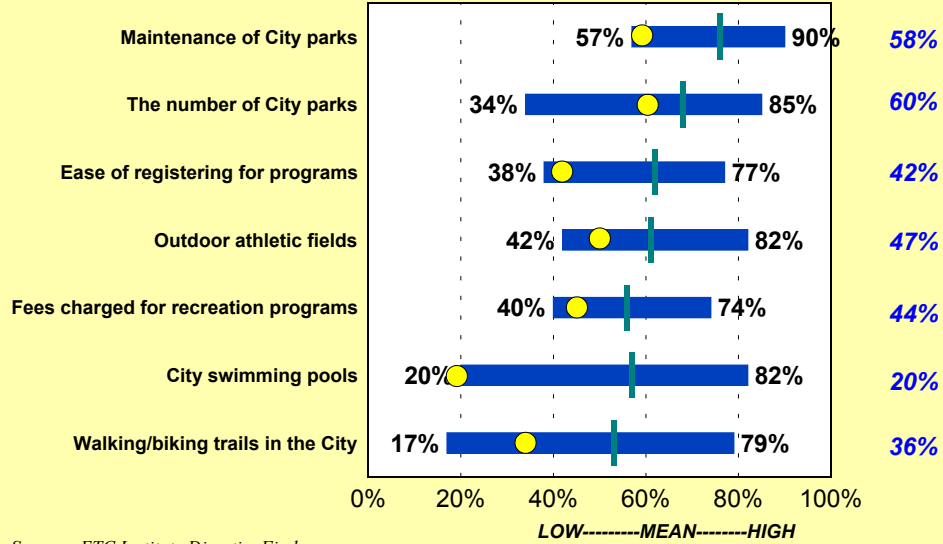
Source: ETC Institute DirectionFinder

## Satisfaction with Parks and Recreation 2000

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

### Metropolitan Kansas City Area Benchmarks

● **Kansas City, MO**



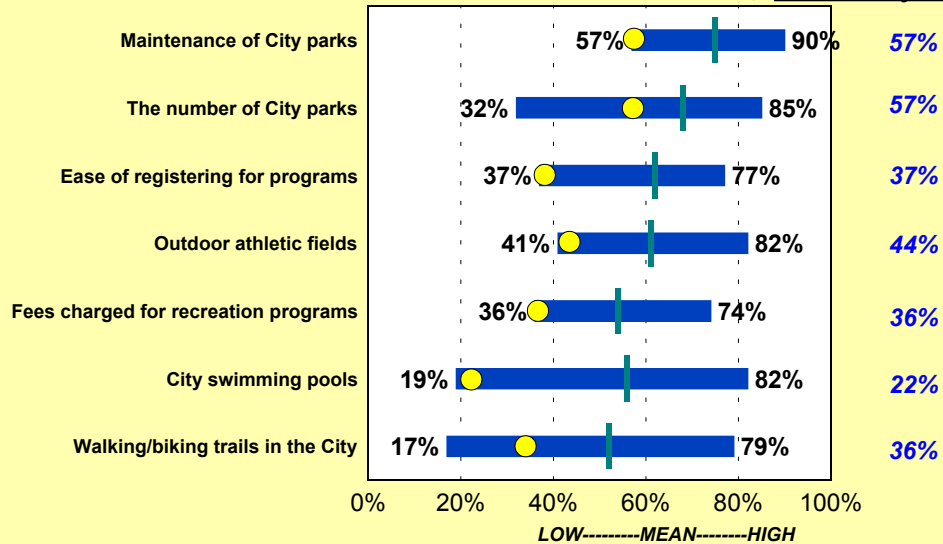
Source: ETC Institute DirectionFinder

## Satisfaction with Parks and Recreation 2001

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

### Metropolitan Kansas City Area Benchmarks

● **Kansas City, MO**



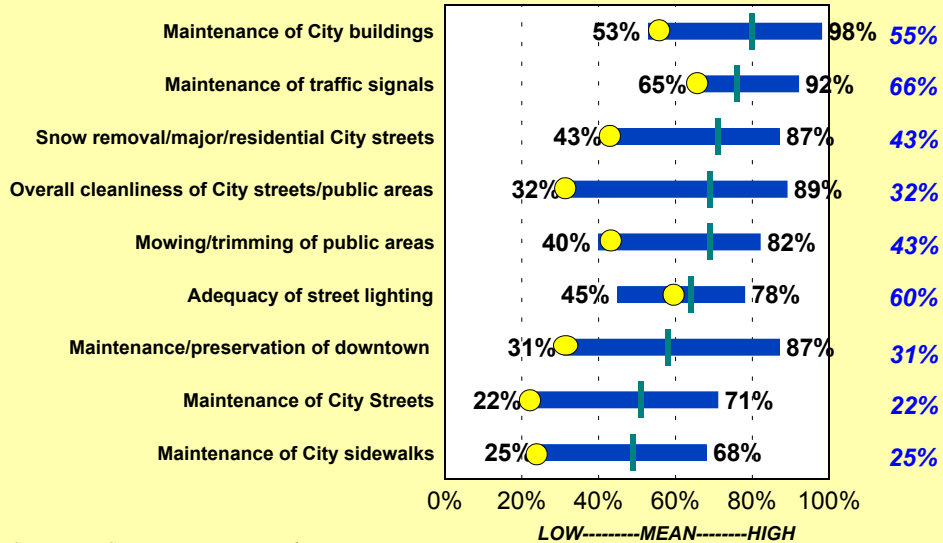
Source: ETC Institute DirectionFinder

## Satisfaction with Maintenance Services 2000

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

### Metropolitan Kansas City Area Benchmarks

● **Kansas City, MO**



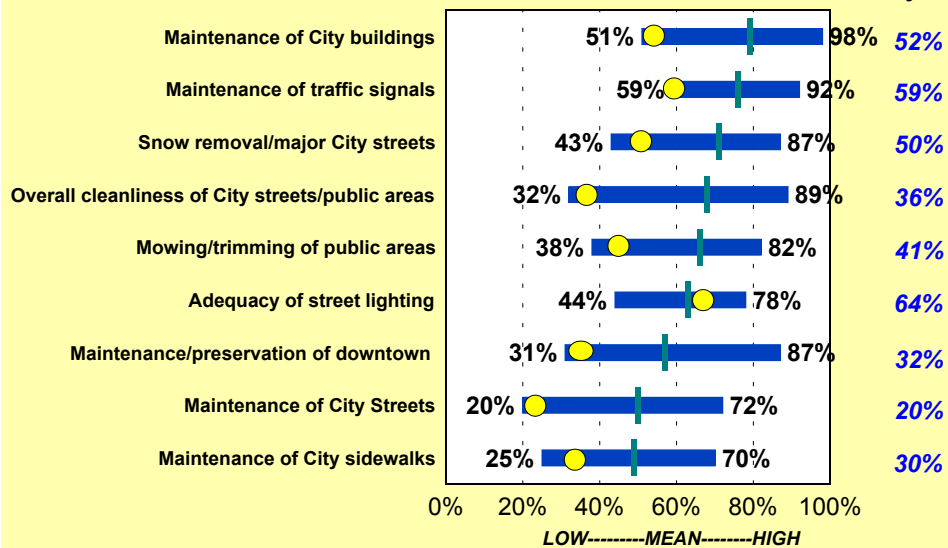
Source: ETC Institute DirectionFinder

## Satisfaction with Maintenance Services 2001

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

### Metropolitan Kansas City Area Benchmarks

● **Kansas City, MO**



Source: ETC Institute DirectionFinder

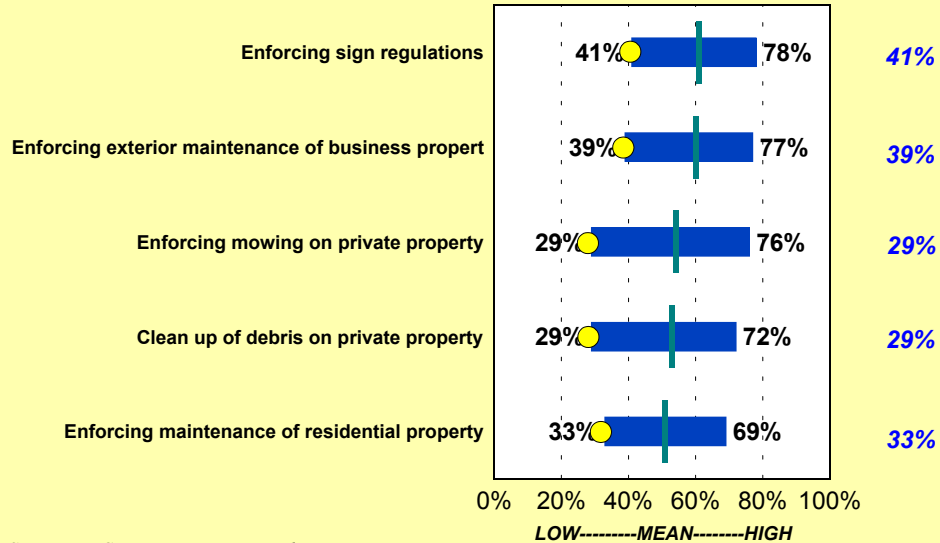


## Satisfaction with the Enforcement of Codes and Ordinances - **2000**

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Metropolitan Kansas City Area Benchmarks

● **Kansas City, MO**



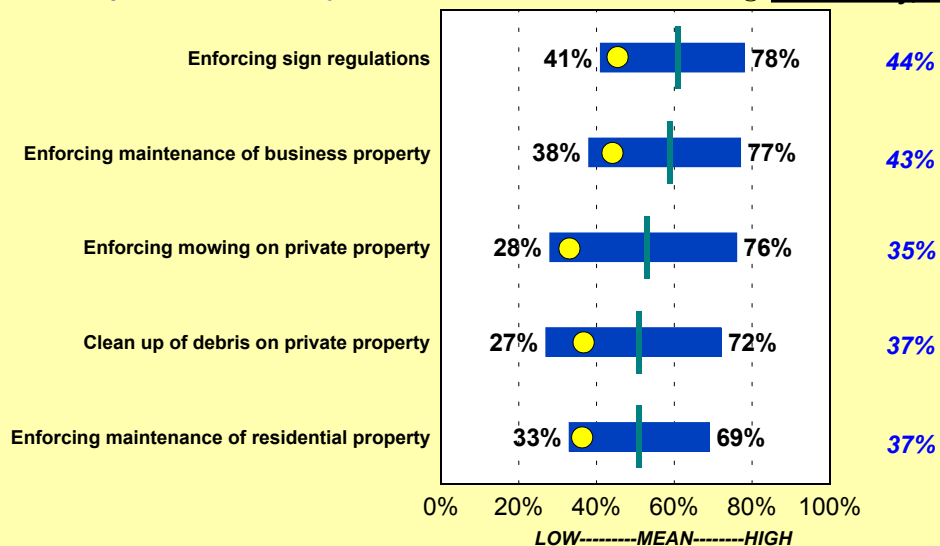
Source: ETC Institute DirectionFinder

## Satisfaction with the Enforcement of Codes and Ordinances - **2001**

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

Metropolitan Kansas City Area Benchmarks

● **Kansas City, MO**



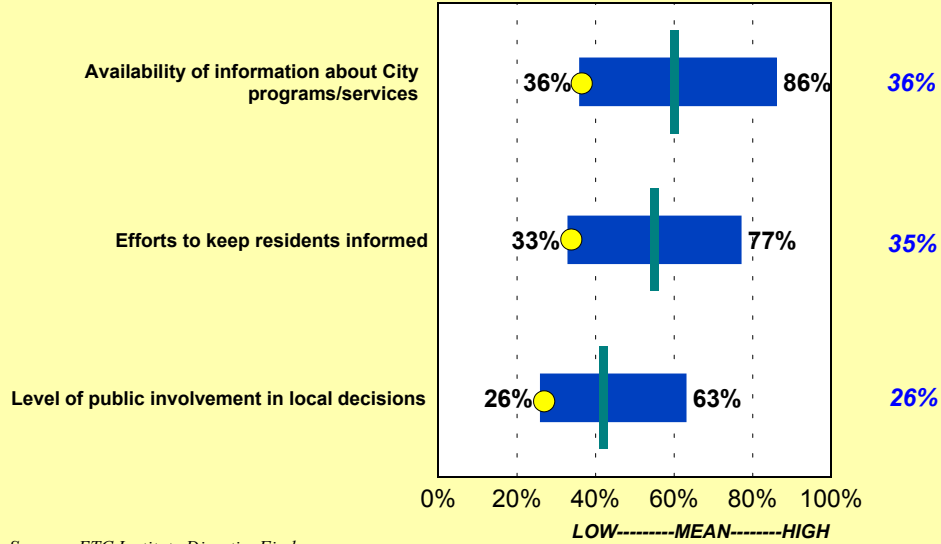
Source: ETC Institute DirectionFinder

## Satisfaction with City Communications 2000

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

### Metropolitan Kansas City Area Benchmarks

● Kansas City, MO

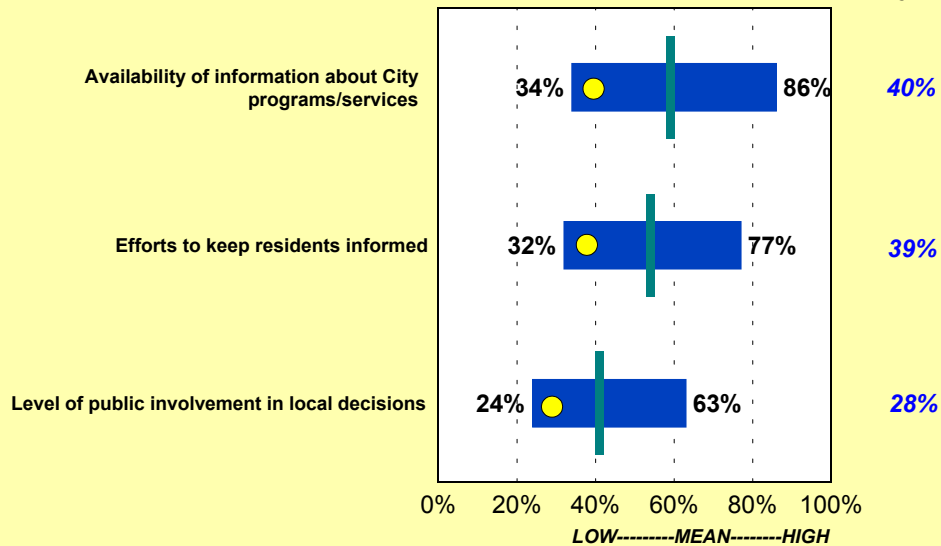


## Satisfaction with City Communications 2001

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

### Metropolitan Kansas City Area Benchmarks

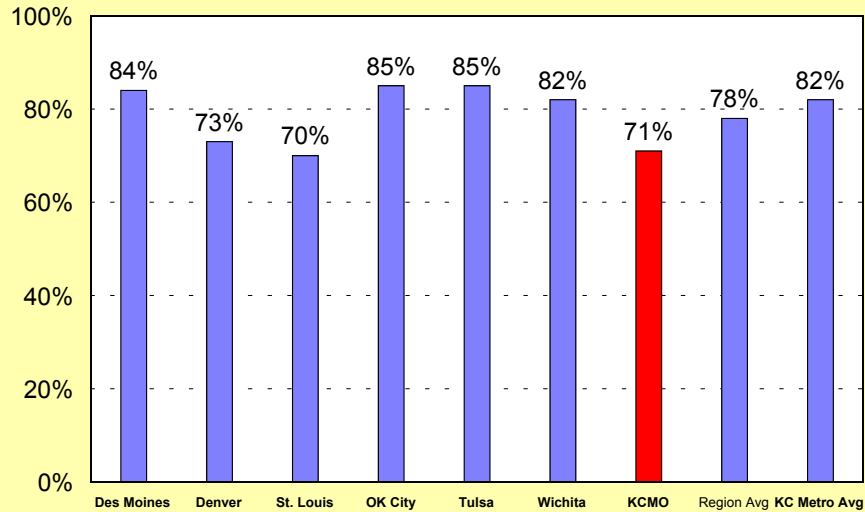
● Kansas City, MO



## Overall Satisfaction With Public Safety

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

### Midwest Regional Benchmarks

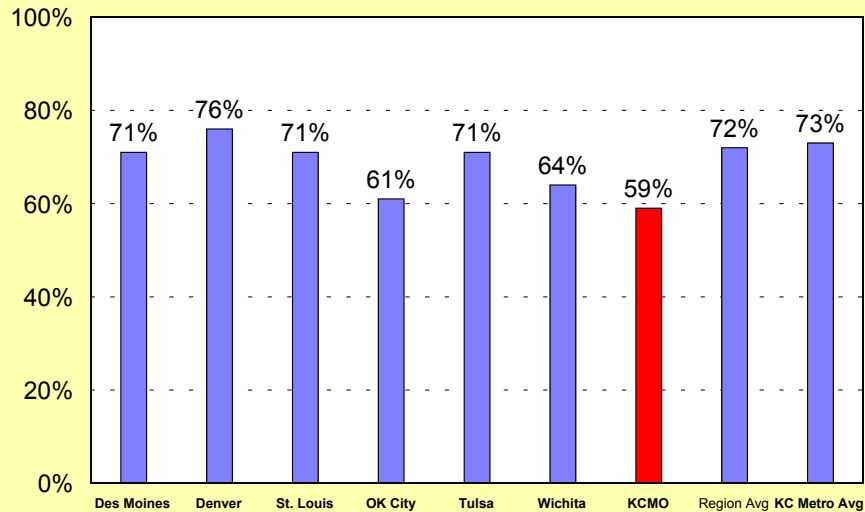


Source: ETC Institute DirectionFinder (C) 2002

## Overall Satisfaction With Parks and Recreation

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

### Midwest Regional Benchmarks

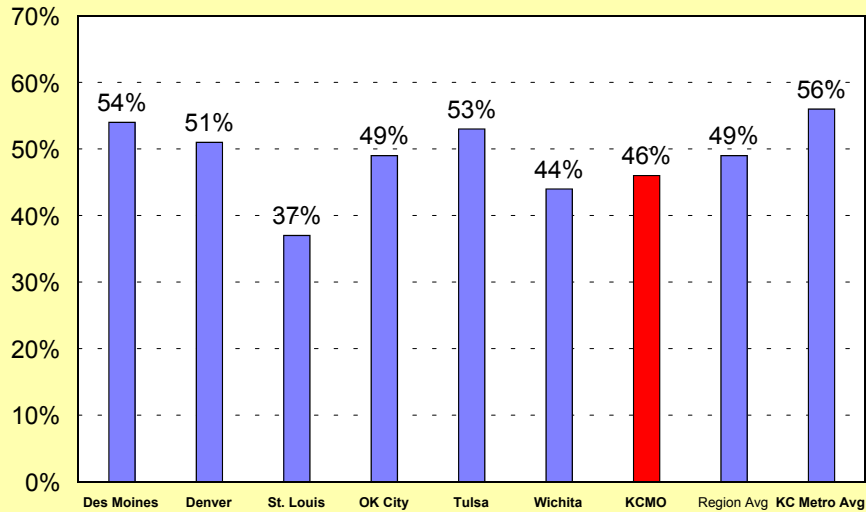


Source: ETC Institute DirectionFinder (C) 2002

## Overall Satisfaction With Code Enforcement

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

### Midwest Regional Benchmarks

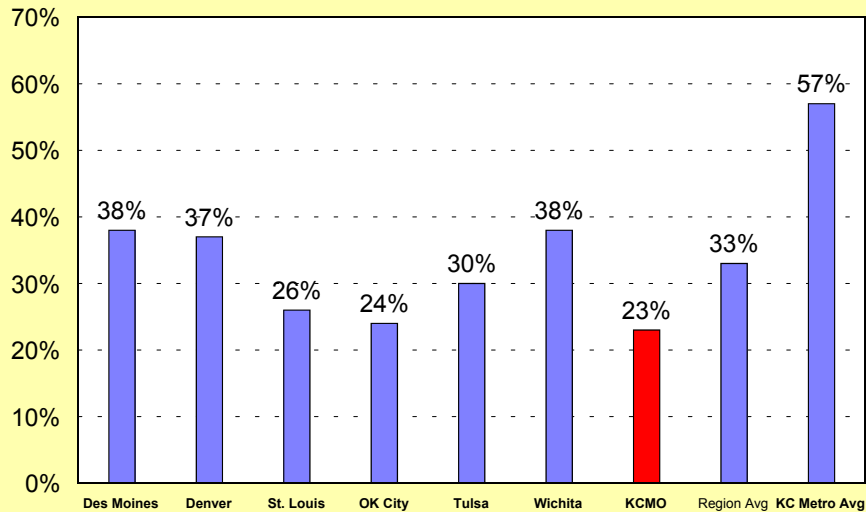


Source: ETC Institute DirectionFinder (C) 2002

## Overall Satisfaction With Maintenance

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

### Midwest Regional Benchmarks

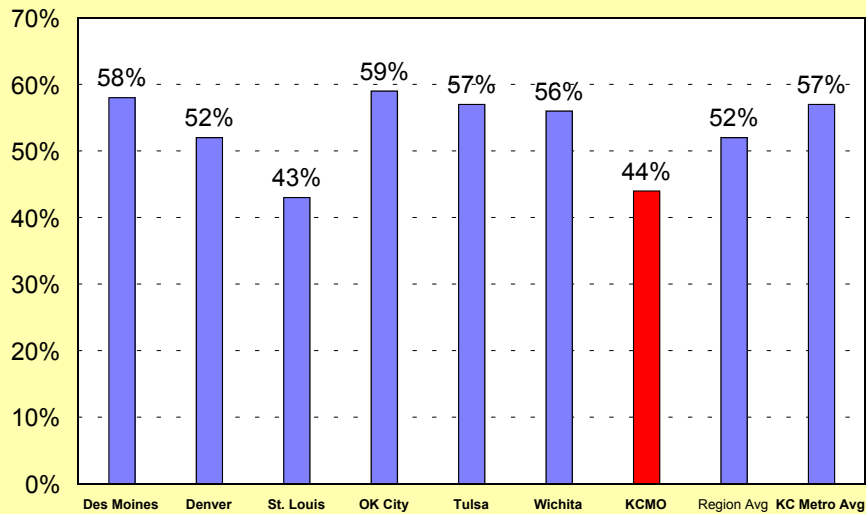


Source: ETC Institute DirectionFinder (C) 2002

## Overall Satisfaction With City Communications

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

### Midwest Regional Benchmarks

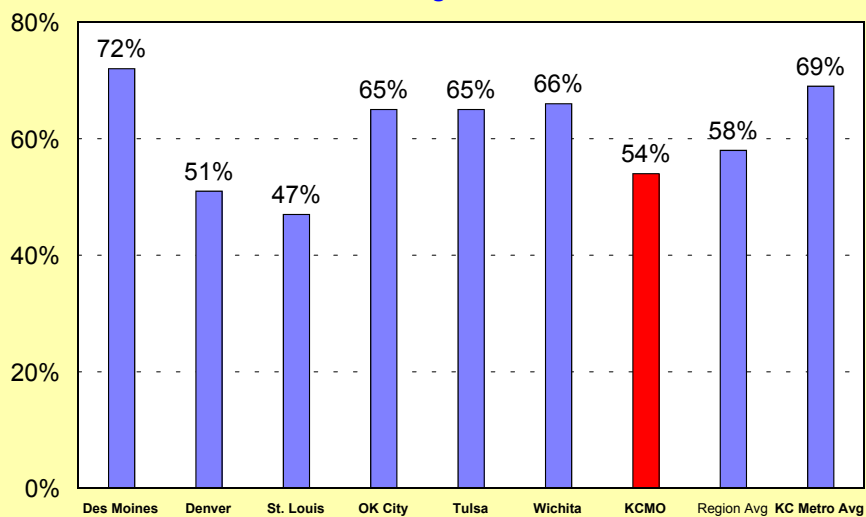


Source: ETC Institute DirectionFinder (C) 2002

## Overall Satisfaction With Customer Service

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)

### Midwest Regional Benchmarks



Source: ETC Institute DirectionFinder (C) 2002

# ***Importance-Satisfaction Analysis***

# Importance-Satisfaction Analysis

## Kansas City, Missouri

### Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

### Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding 'don't knows'). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

**Example of the Calculation.** Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Seventeen percent (17%) of the respondents *who had an opinion* selected *parks and recreation* as one of their top three choices. The combined sum of 17% ranked *parks and recreation* as the seventh most important service to emphasize over the next two years.

With regard to satisfaction, *parks and recreation* was ranked fourth overall with 58% rating *parks and recreation* as a "4" or a "5" on a 5-point scale excluding "Don't know" responses. The I-S rating for *parks and recreation* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 17% was multiplied by 42% (1-0.58). This calculation yielded an I-S rating of 0.0714, which was ranked seventh out of ten major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top three choices to emphasize over the next three years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

## **Interpreting the Ratings**

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should generally continue to receive the current level of emphasis, but may require more emphasis in specific areas.

- *Definitely Increase Emphasis ( $IS \geq 0.20$ )*
- *Increase Current Emphasis ( $0.10 \leq IS < 0.20$ )*
- *Maintain Current Emphasis ( $IS < 0.10$ )*

The results for Kansas City are provided on the following page.



# Importance-Satisfaction Rating

## City of Kansas City, Missouri

December 2001

The information presented in the following table should be interpreted with regard to the importance city residents place on various city services and how satisfied they are with each service. Improvements in those areas with the highest I-S rating will cause the greatest marginal increase in overall satisfaction with city services.

| Category of Service  | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <b><u>Very High Priority (&gt;.20)</u></b>                   |                  |                     |                |                   |                                |                 |
| Maintenance of Streets, Buildings, and Other City Facilities | 74%              | 1                   | 23%            | 10                | <b>0.5698</b>                  | <b>1</b>        |
| Flow of Traffic/Congestion                                   | 40%              | 2                   | 39%            | 9                 | <b>0.2440</b>                  | <b>2</b>        |
| <b><u>High Priority (.10-.20)</u></b>                        |                  |                     |                |                   |                                |                 |
| Stormwater Runoff System                                     | 29%              | 3                   | 41%            | 8                 | <b>0.1711</b>                  | <b>3</b>        |
| Communication with the Public                                | 22%              | 5                   | 44%            | 7                 | <b>0.1232</b>                  | <b>4</b>        |
| Enforcement of Codes and Ordinances                          | 21%              | 6                   | 46%            | 6                 | <b>0.1134</b>                  | <b>5</b>        |
| <b><u>Medium Priority (&lt;.10)</u></b>                      |                  |                     |                |                   |                                |                 |
| Police, Fire and Ambulance Service                           | 27%              | 4                   | 72%            | 1                 | <b>0.0756</b>                  | <b>6</b>        |
| Parks and Recreation   | 17%              | 7                   | 58%            | 4                 | <b>0.0714</b>                  | <b>7</b>        |
| Quality of Customer Service                                  | 15%              | 8                   | 54%            | 5                 | <b>0.0690</b>                  | <b>8</b>        |
| Local Public Health Services                                 | 13%              | 10                  | 60%            | 3                 | <b>0.0520</b>                  | <b>9</b>        |
| Water and Sewer Utilities                                    | 15%              | 8                   | 66%            | 2                 | <b>0.0510</b>                  | <b>10</b>       |

**Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)**

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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## *Tabular Results*

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# *Survey Instrument*

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